

Sowing Seeds of Social Beauty

Corporate Capitalism's Incomplete Understanding of Human Nature

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A key root problem with the corporate capitalist economic model—a major root from which many of the model's harmful effects grow—is the model's negative, shallow, simplistic, incomplete, inaccurate, and demoralizing understanding (or at least portrayal) of Human Nature. The capitalist model overemphasizes the innate non-altruistic capacities of our Human Nature and minimizes our innate altruistic capacities. It contends that human beings, realistically, are primarily selfish and rather hopelessly so. It warns against having too much faith in Human Goodness. Furthermore, it largely ignores the fact that the expression of our non-altruistic or altruistic behavioral capacities can be upregulated or downregulated, depending on the social milieu.

Human Nature is far more complex, and human beings have far greater capacity for human goodness, than the corporate capitalist economic model appreciates or admits. The capitalist model largely denies Humanity's innate capacity to create large scale Social Beauty; it largely denies opportunity and freedom for us to even try to do so.

Largely because of its negative and disparaging beliefs about Human Nature, the corporate capitalist economic model is an abusive social and economic model that predictably generates Mean Arrangements of Man and Social Atrocity, rather than Kind Social Arrangements and Social Beauty. It not only promotes its incomplete and demoralizing beliefs about Human Nature, it rewards those who embrace those beliefs, and it depends upon Humanity's uncritical acceptance of those beliefs.

Indeed, perpetuation of corporate capitalism's prolonged dominance over Humanity has depended on inadequate challenge of its core beliefs about Human Nature. But its beliefs about Human Nature represent its Achilles' heel---where it is most vulnerable. For, if its beliefs about Human Nature were to be effectively challenged, the abusive nature of the corporate capitalist economic model would be exposed, and the public would realize that the capitalist model is inappropriate and does not deserve public support.

Whereas the corporate capitalist economic model is foundationally based on its negative and incomplete beliefs about Human Nature, the Children's Hospital Public Economy Model (CHPEM) is foundationally based on a positive, nuanced, more accurate understanding of Human Nature. The CHPEM honors the innate altruistic capacities of Human Nature, upregulates the expression of those capacities, and provides opportunity and freedom for humanity to create Kind Social Arrangements and large-scale Social Beauty.

Indeed, a major theme and primary emphasis of ***Sowing Seeds of Social Beauty*** is the fundamental difference between the CHPEM's understanding of Human Nature and corporate capitalism's understanding of Human Nature.

For more discussion of Human Nature please see the following chapters in ***"Sowing Seeds of Social Beauty"*** (The Full Manuscript) and the PowerPoint presentation (Human Nature--A Graphic Depiction):

- Chapter 15: Human Nature
- Chapter 16: Up-Regulation and Down-Regulation of Human Behavioral Capacities
- Human Nature—A Graphic Depiction--Sowing the Seeds for Public Economy and Social Beauty (a PowerPoint presentation): <https://notesfromthesocialclinic.org/human-nature-a-graphic-depiction-sowing-the-seeds-for-public-economy-and-social-beauty/>
- Chapter 14: The Foundational Pillars of the CHPEM
- Chapter 13: The Children's Hospital Public Economy Model (CHPEM)
- Chapter 37: The Achilles' Heel of Corporate Capitalism
- Chapter 20: Mean Arrangements of Man
- Chapter 11: Social Beauty
- Chapter 12: The Social Beauty of Children's Hospitals
- Chapter 17: A Most Precious Freedom
- Chapter 30: A Little Recognized and Most Pervasive Racism
- Chapter 42: ...Because Humanity is Being Abused

PS: Have you noticed that when people behave selfishly, proponents of the capitalist model are quick to attribute such behavior to Human Nature. But when people behave altruistically (e.g., in response to natural disasters or to 9/11), Human Nature is rarely, if ever, mentioned. While "first responders" are greatly and deservedly praised for their heroic actions, it is not mentioned that such behavior is an aspect of Human Nature. The fact is, it is Human Nature to respond altruistically---not just to disasters, but also during everyday life. Selfish behavior is an aspect of our Human nature, but so is altruistic behavior.

Human Nature is composed of both altruistic capacities and non-altruistic capacities. We can choose a social and economic model that upregulates expression of our altruistic capacities (and downregulates expression of our non-altruistic capacities) or we can choose a model that upregulates our non-altruistic capacities (and downregulates expression of our altruistic capacities). The CHPEM does the former; the corporate capitalist model does the latter. It is no wonder, therefore, that the corporate capitalist model generates Mean Arrangements of Man and Social Atrocity, while the CHPEM generates Kind Social Arrangements and Social Beauty.